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NO. 0004 P. 1

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January 6, 2003

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AMAZON.008C1

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Jacobi et al.
Appl. No. : 09/850,263
Filed : May 7, 2001
For : Personalized Recommendations
of Items Represented within a
Database
Examiner : Donald Champagne

Group Art Unit 3622

AMENDMENT AND RESPONSE TO OFFICE ACTION

Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

In response to the Office Action mailed on September 30, 2002, please reconsider the above-referenced application in view of the following amendments and remarks:

Please rewrite Claims 1 and 17 as follows:

1. (Amended) A method of recommending items to users from a database of items, the method comprising:

providing a table that maps items from the database to respective sets of similar items, wherein the table includes values that indicate degrees of similarity between specific items, said values reflecting an automated analysis of historical data indicating item interests of each of a plurality of users; and

using the table to provide personalized item recommendations to each of a plurality of target users, wherein the personalized item recommendations are generated for a target user by at least:

identifying multiple items selected by the target user, wherein the multiple items are identified without requiring the target user to explicitly rate items or explicitly create an input list of items; and